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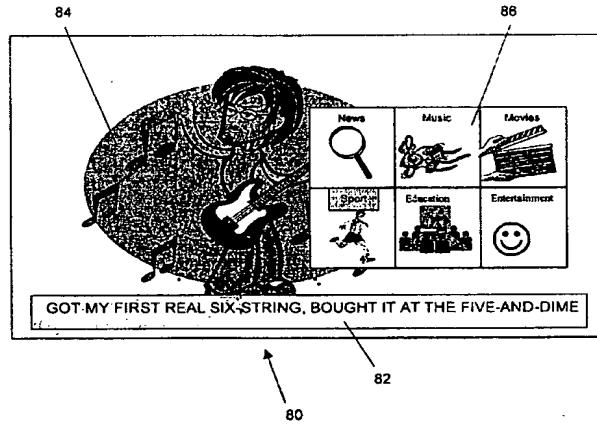
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(54) Title: VISUAL CONTENTS IN KARAOKE APPLICATIONS

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(57) Abstract: In almost every Karaoke song, there are intervals where the singing is paused and only music is played for some time before the singing continues. The non-singing sections tend to be more substantial at the beginnings and ends of Karaoke songs. During these non-singing intervals, additional information may be displayed onto the Karaoke text region, independent of the background video content. Textual and interactive contents for display outside the Karaoke text region can also be inserted anywhere throughout the Karaoke song. This provides additional advertising space as well as the opportunity to develop interactive digital TV Karaoke. The textual and interactive contents that are inserted for display are encoded as data for more effective transmission, compared with putting them into the video stream. In addition, this invention introduces an option for the content creator to insert relevant textual and interactive contents prior to distribution to media distribution companies or broadcasters. With such an option, the content rights holder may insert desirable advertising messages that shall be displayed to the user regardless of the media distribution companies or broadcasters.